



## Lara Balazs

### Chief Marketing Officer & EVP, Global Marketing

Lara Balazs joined Adobe in 2024 and currently serves as Chief Marketing Officer and Executive Vice President, Global Marketing. She is responsible for Adobe's global marketing and communications, delivering profitable business growth and building Adobe's renowned brand in an era of AI.

Prior to joining Adobe, she served as Chief Marketing Officer and General Manager, Strategic Partner Group of Intuit, Inc., the leading AI-driven global financial technology platform. She was responsible for marketing and communications across Intuit's brands and building the company's reputation. Lara also served as general manager of Intuit's ProTax group.

Lara has a proven track record of building world-class businesses and brands at companies such as Amazon, Visa and Nike where she held marketing leadership positions before joining Intuit. At Amazon, she led Worldwide Prime and Amazon North America Consumer Marketing, driving growth of the Prime membership program globally as well as the North America consumer business. Before Amazon, she held a variety of executive roles at Visa including Senior Vice President, Visa North America Marketing where she was responsible for all aspects of marketing for Visa's largest revenue-driving region. At Visa, she helped lead the company into the era of digital payments, launching ecommerce and mobile-first payments including Visa Checkout and Apple Pay.

She has been recognized on Forbes' World's Most Influential CMOs list as well as Forbes' Entrepreneurial CMO 50 and received AdWeek's CMO Vanguard Award.

Lara holds a Bachelor of Arts degree in Pre-Law from the University of Washington and a Master of Business Administration from the Kellogg School of Management at Northwestern University.